

FIG. 1C

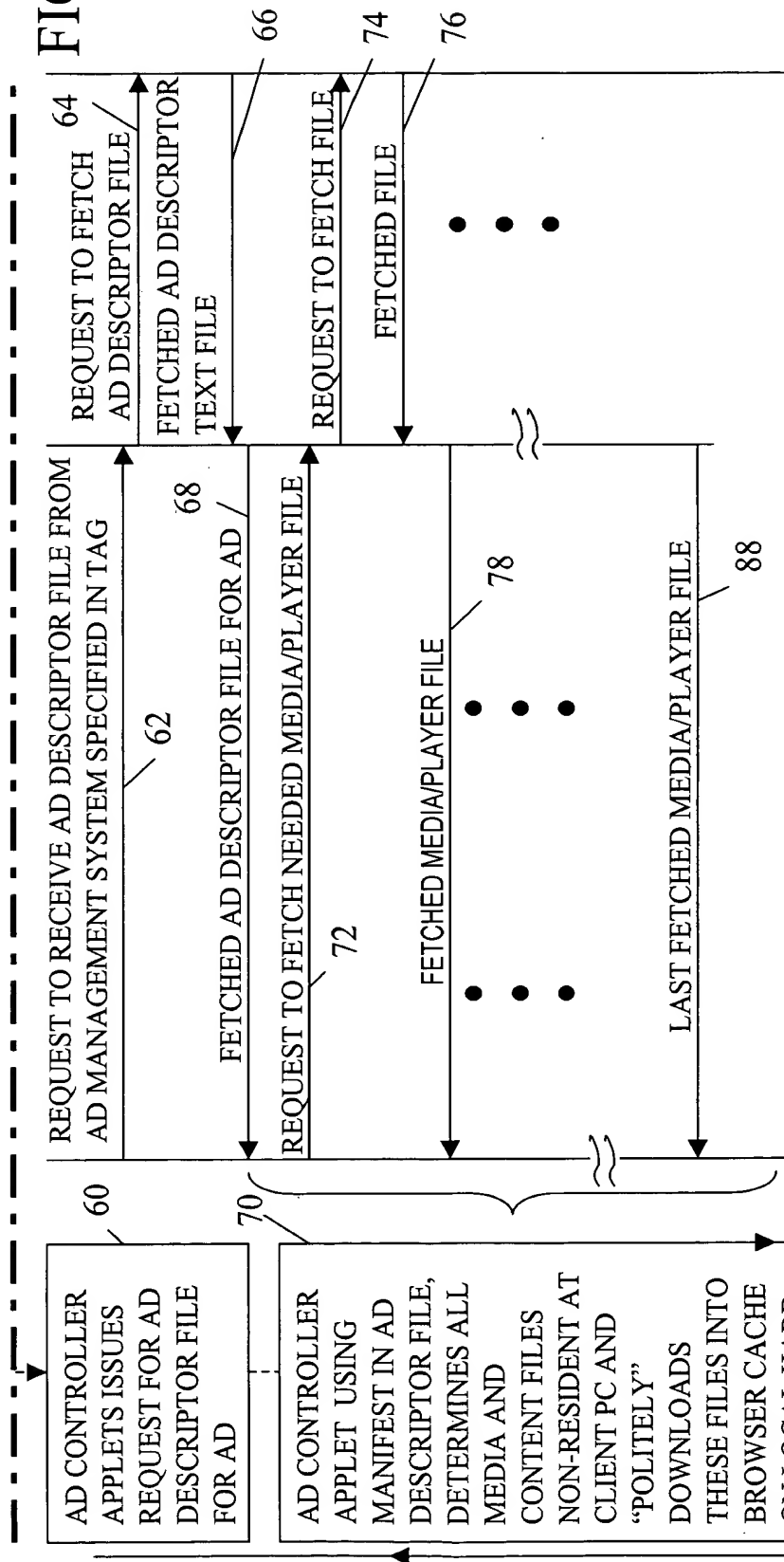
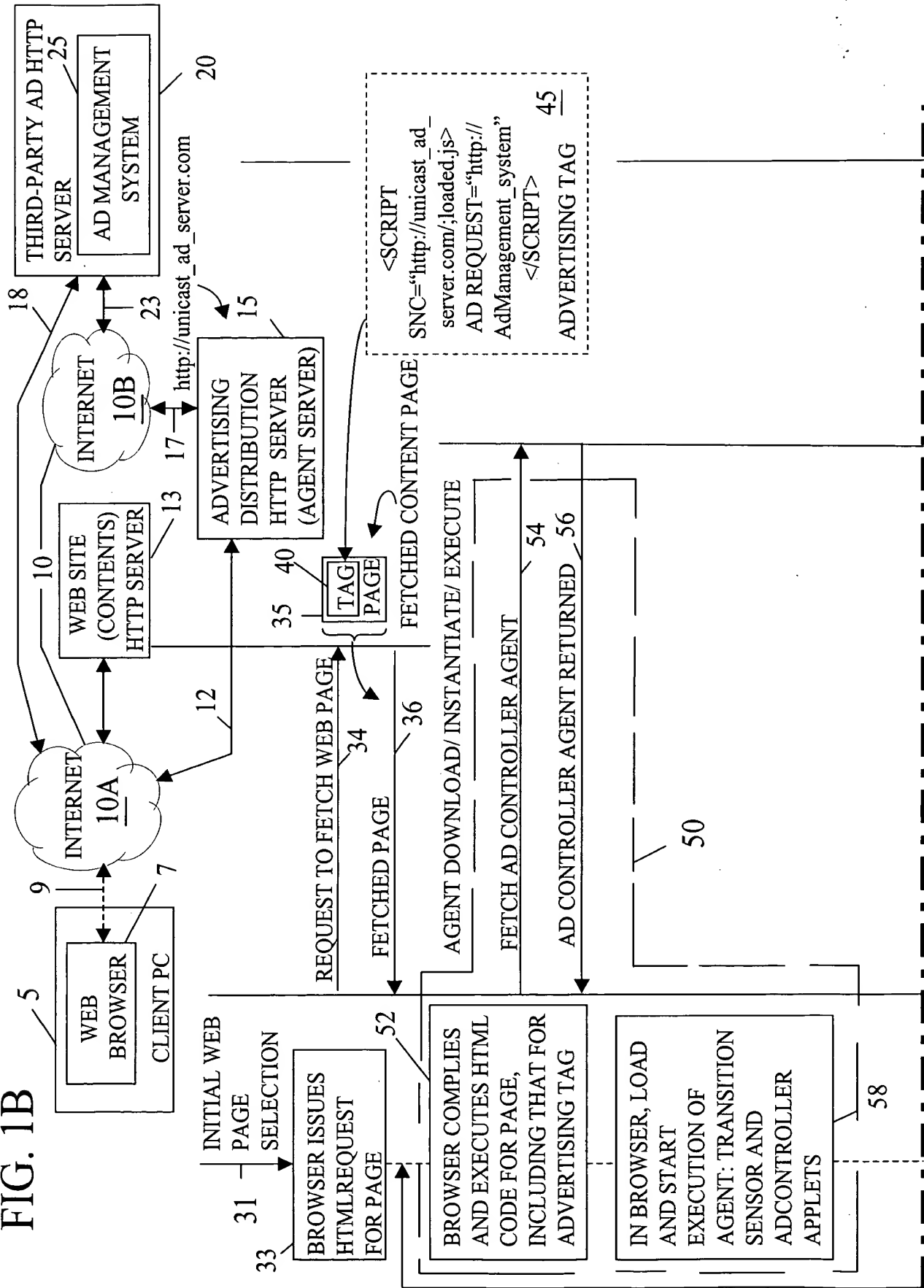


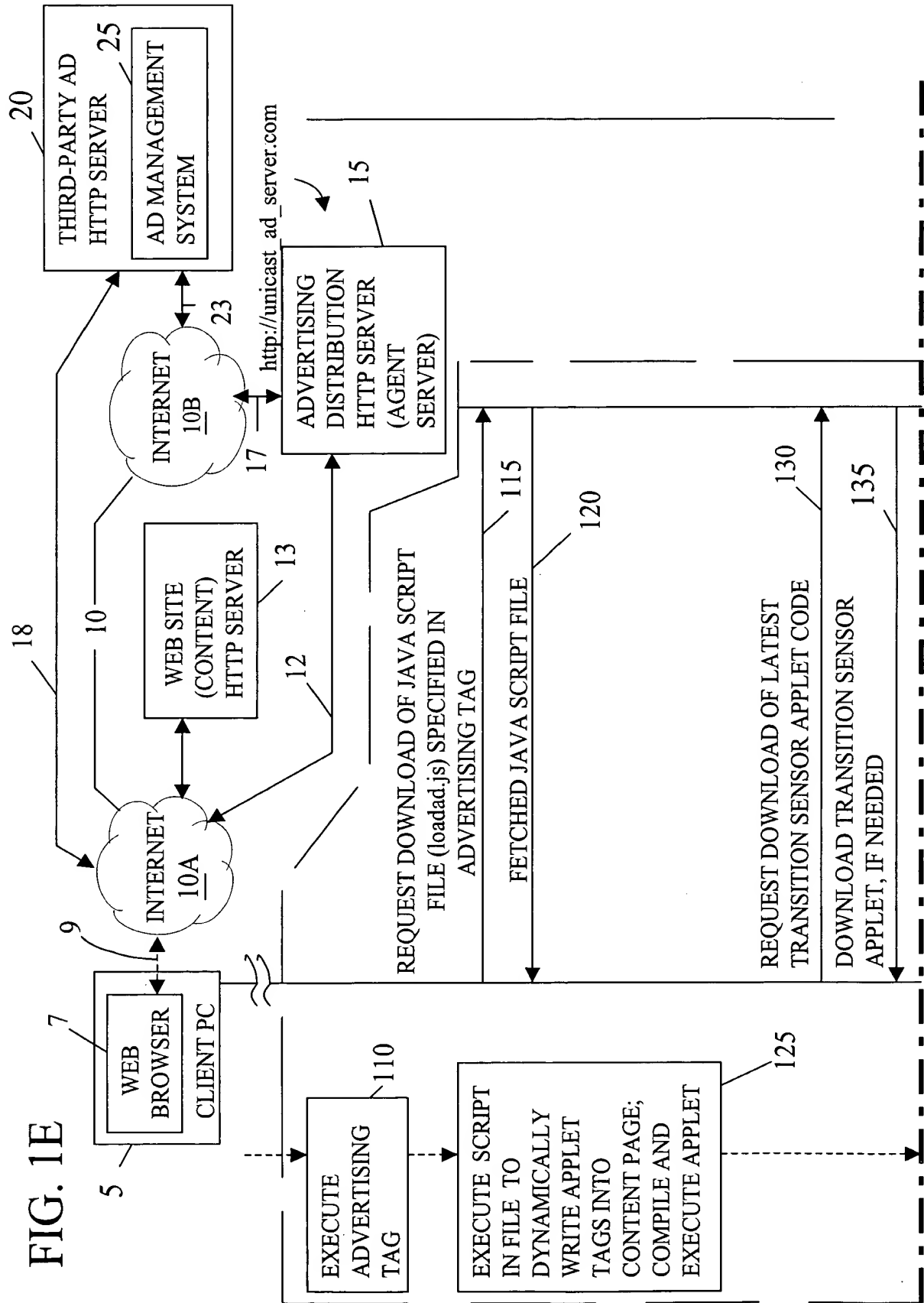
FIG. 1B
FIG. 1C

FIG. 1A

TRANSITION SENSOR APPLET MONITORS USER CLICK-STREAM;
AFTER ALL MEDIA/PLAYER FILES HAVE BEEN DOWNLOADED TO
BROWSER DISK CACHE, TRANSITION SENSOR APPLET INITIATES
INTERSTITIAL PLAY OF ADVERTISEMENT FROM BROWSER DISK
CACHE IN RESPONSE TO USER INITIATED EVENT (e.g. MOUSE
CLICK) TO TRANSITION TO NEXT SUCCESSIVE WEB PAGE; AND
BROWSER ISSUES HTML REQUEST TO DOWNLOAD NEXT
SUCCESSIVE WEB PAGE

FIG. 1B





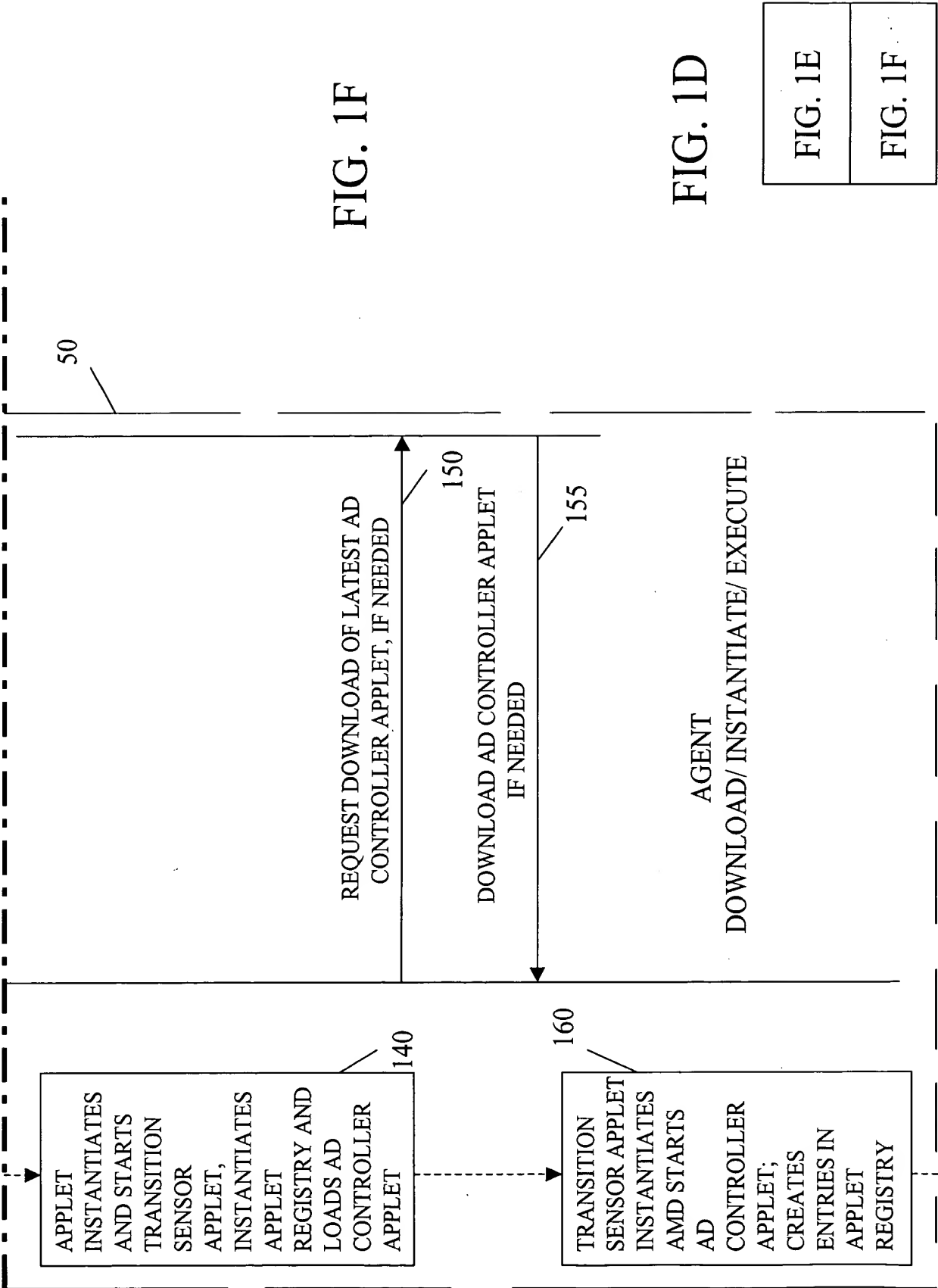


FIG. 1E

FIG. 1F

FIG. 2A

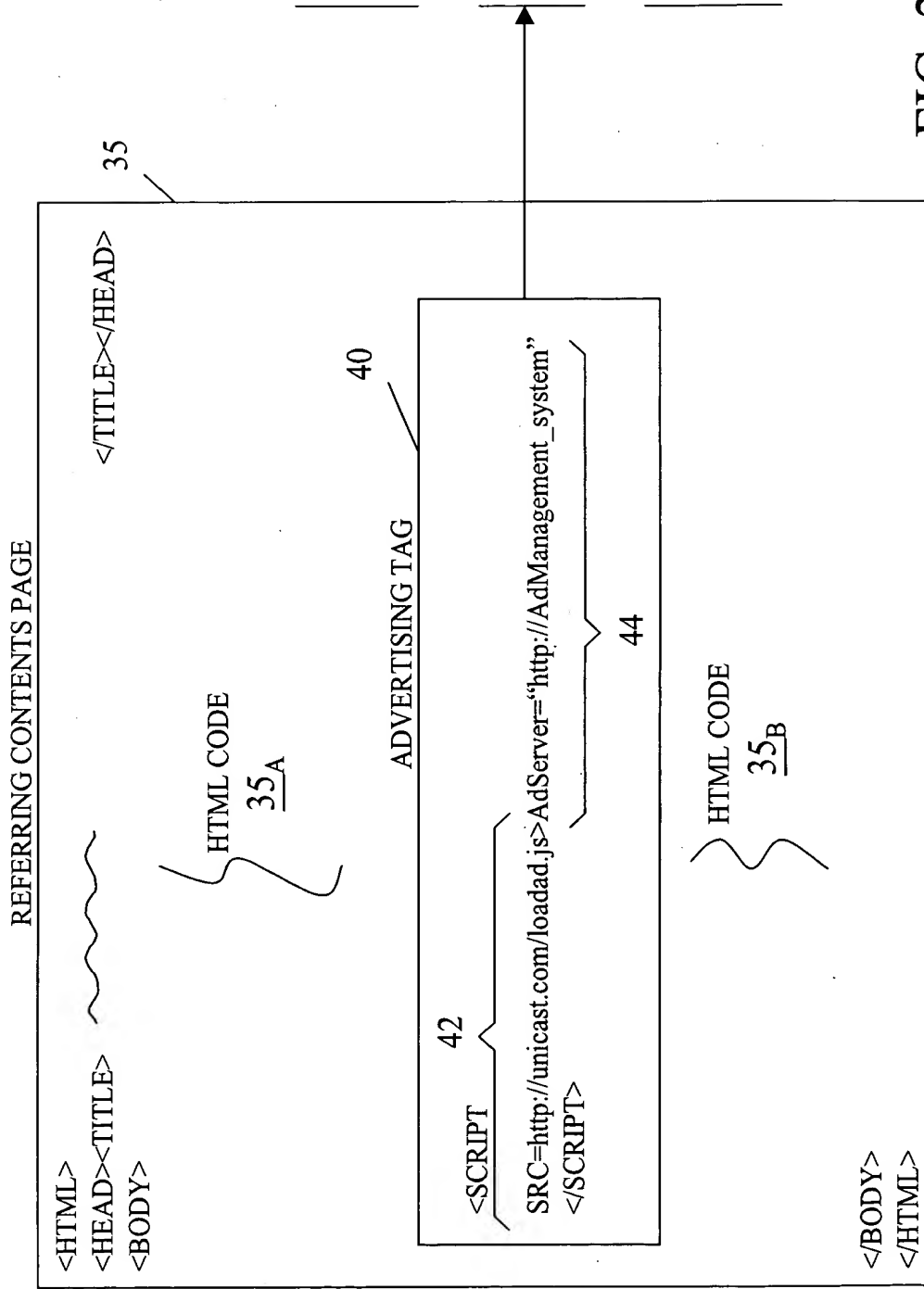


FIG. 2

FIG. 2A

FIG. 2B

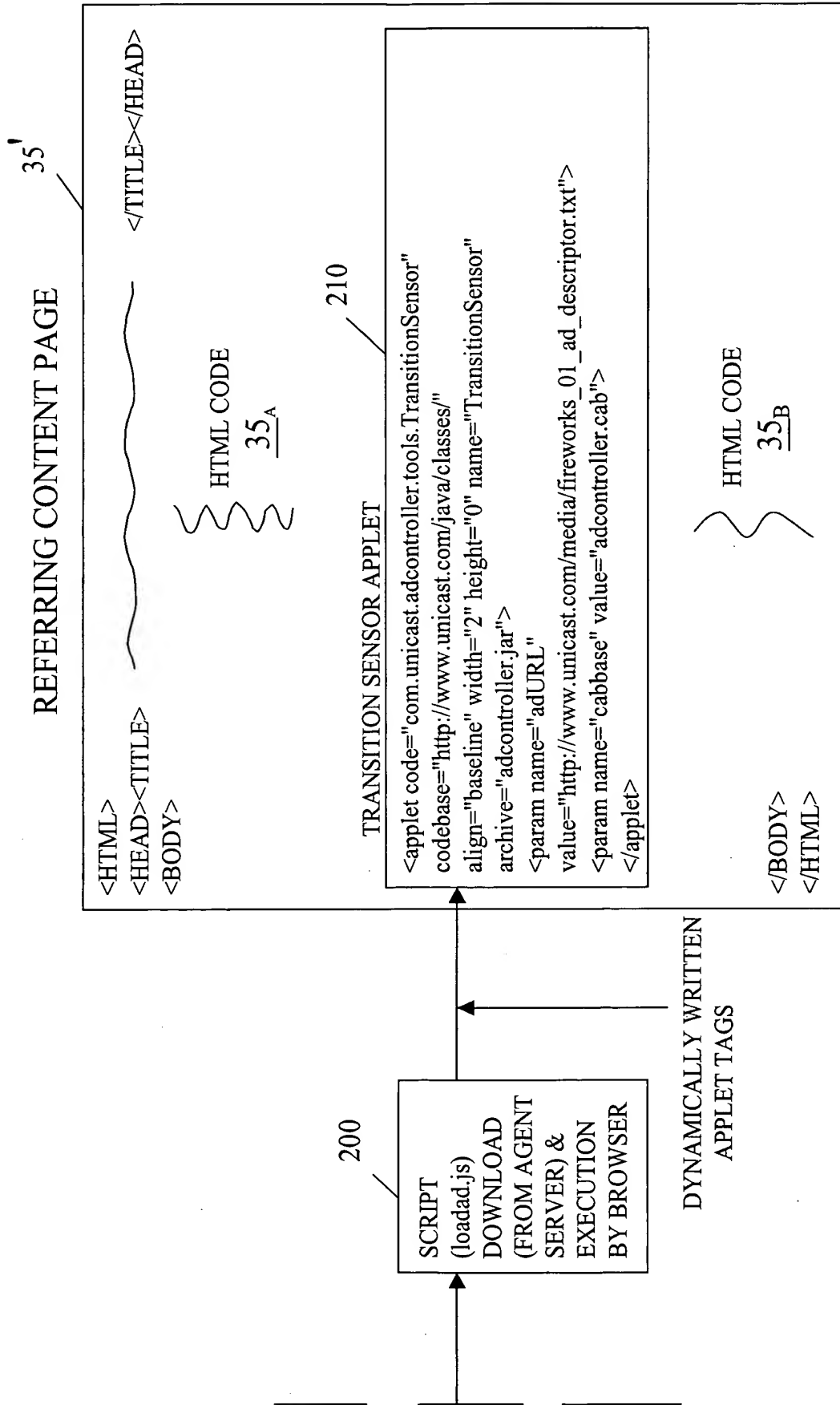


FIG. 2B

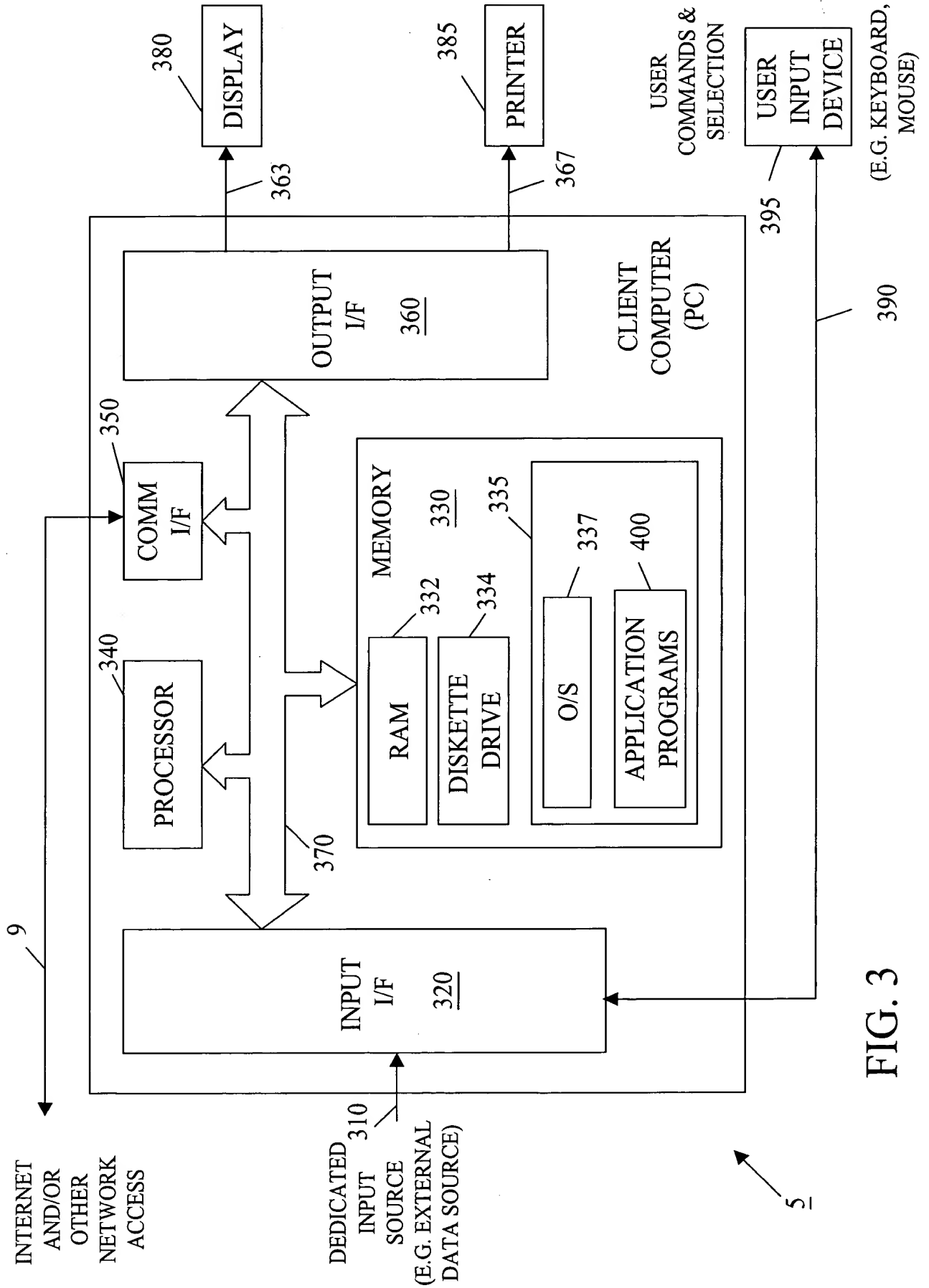


FIG. 3

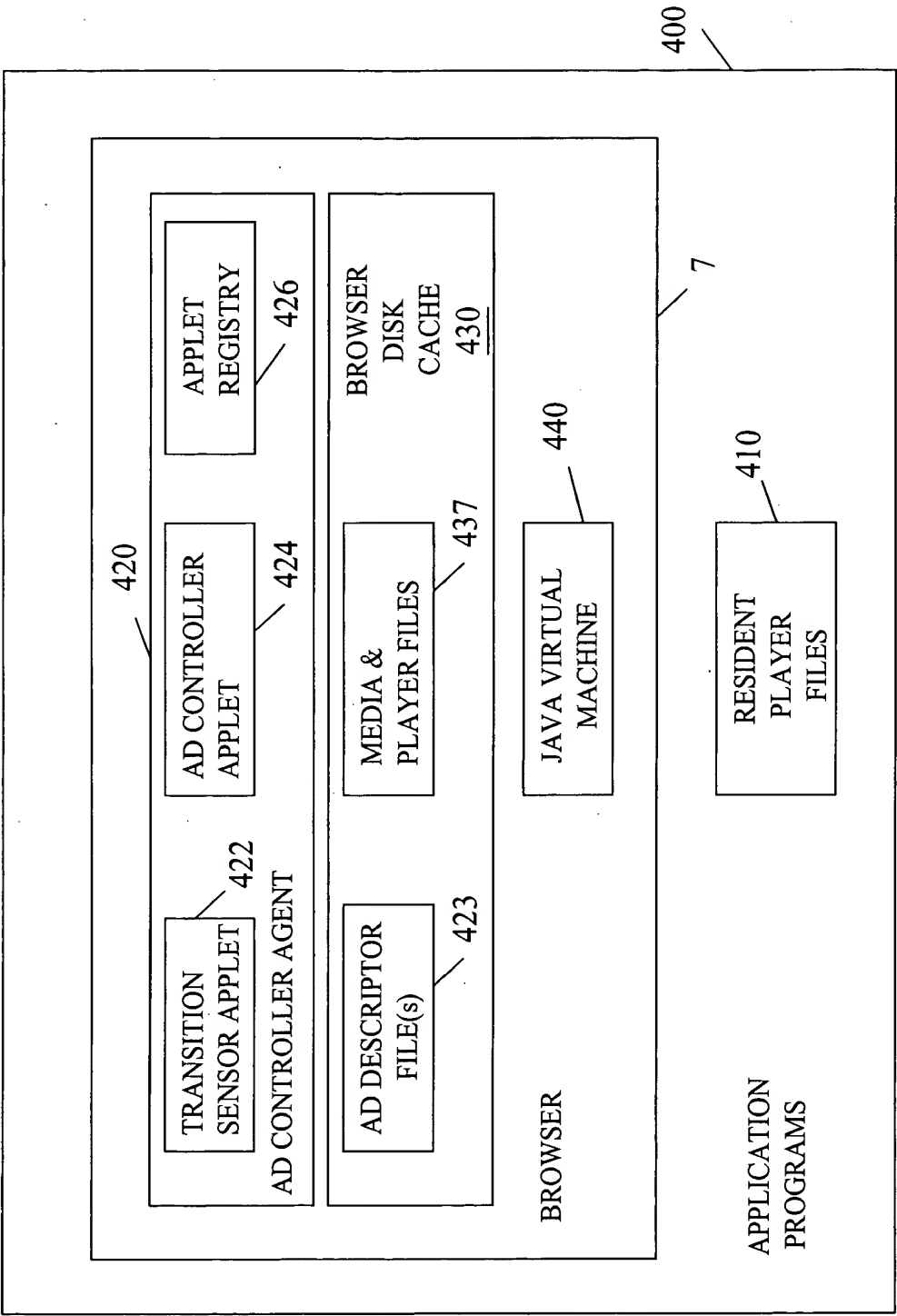


FIG. 4

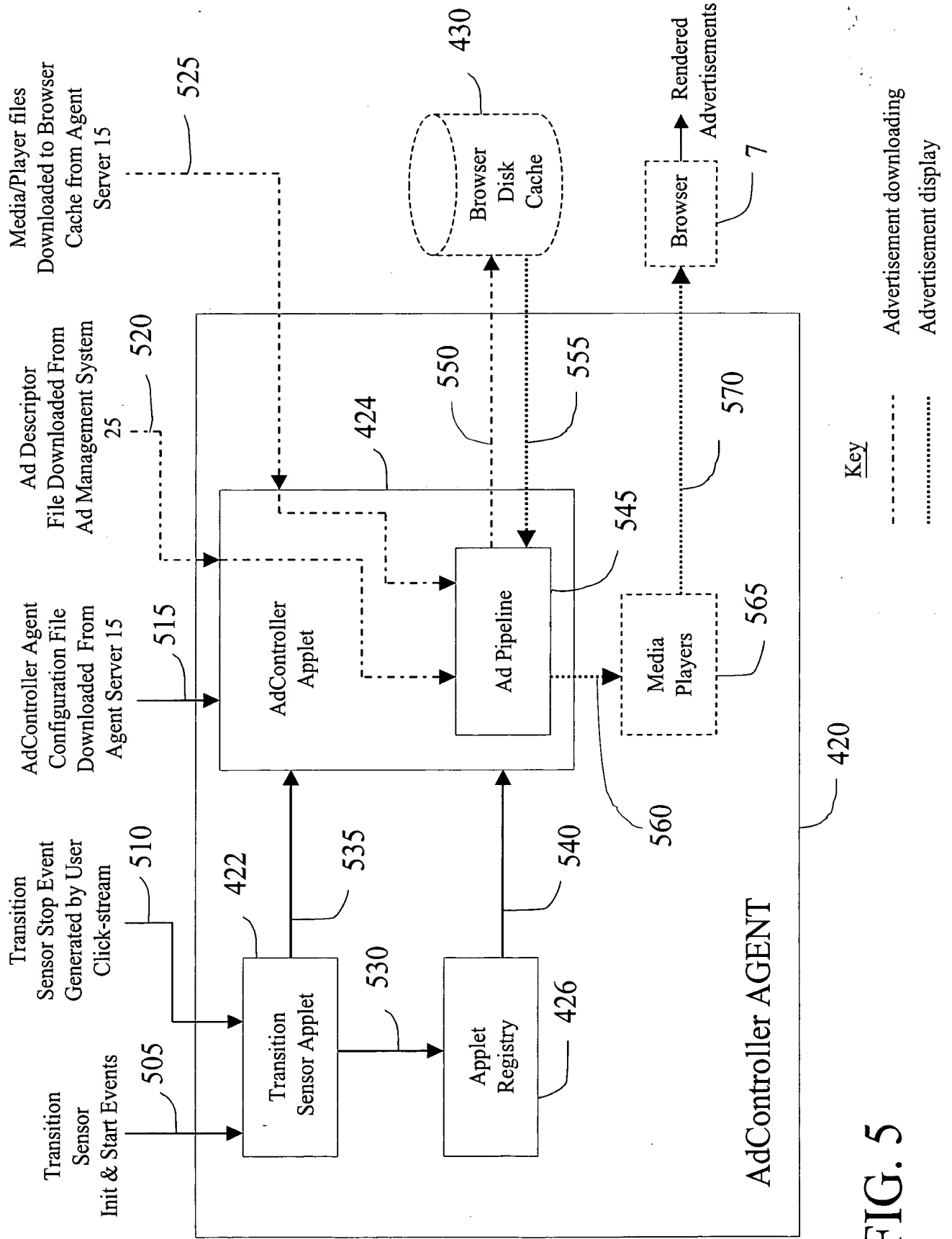


FIG. 5

FIG. 6A

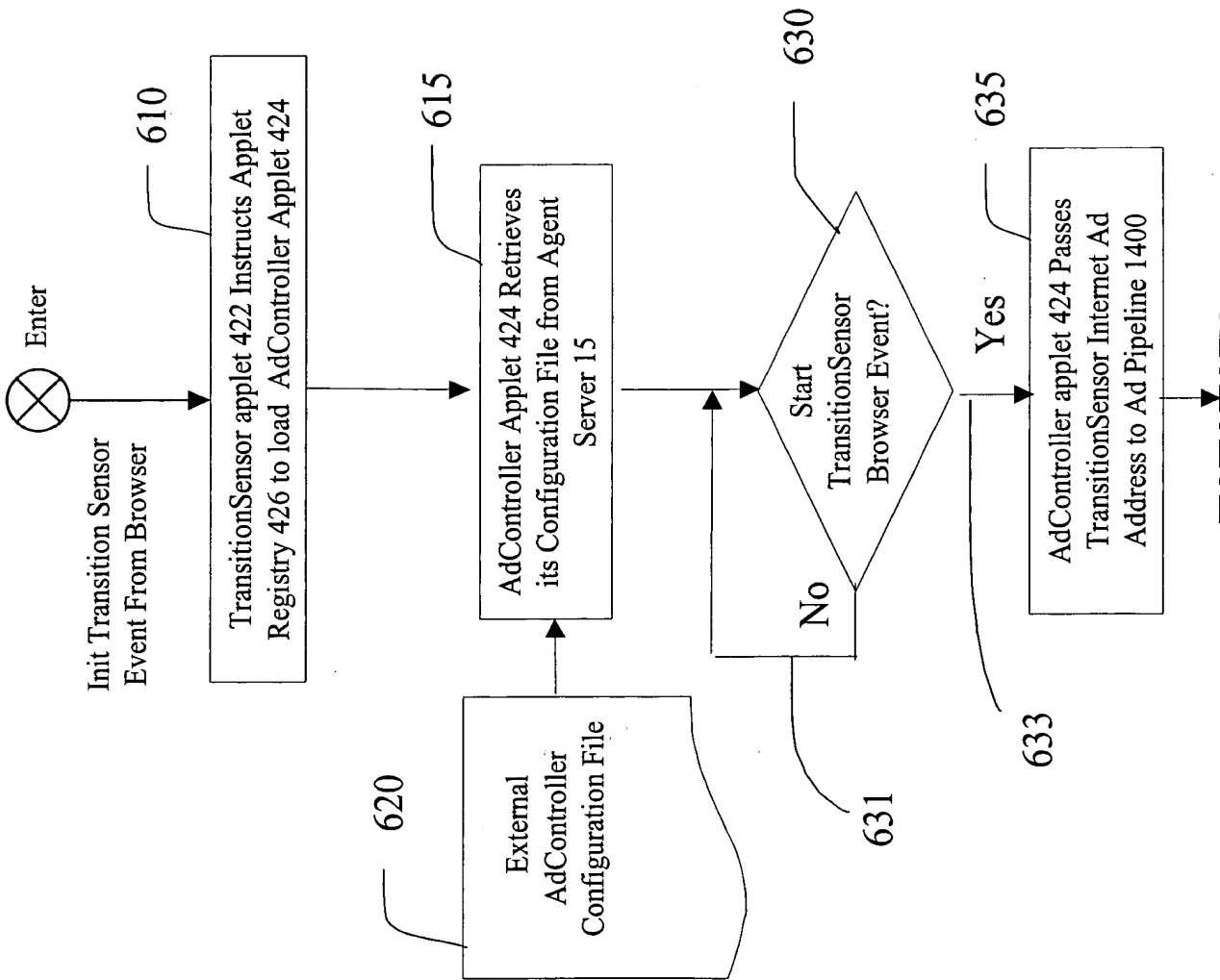


FIG. 6B

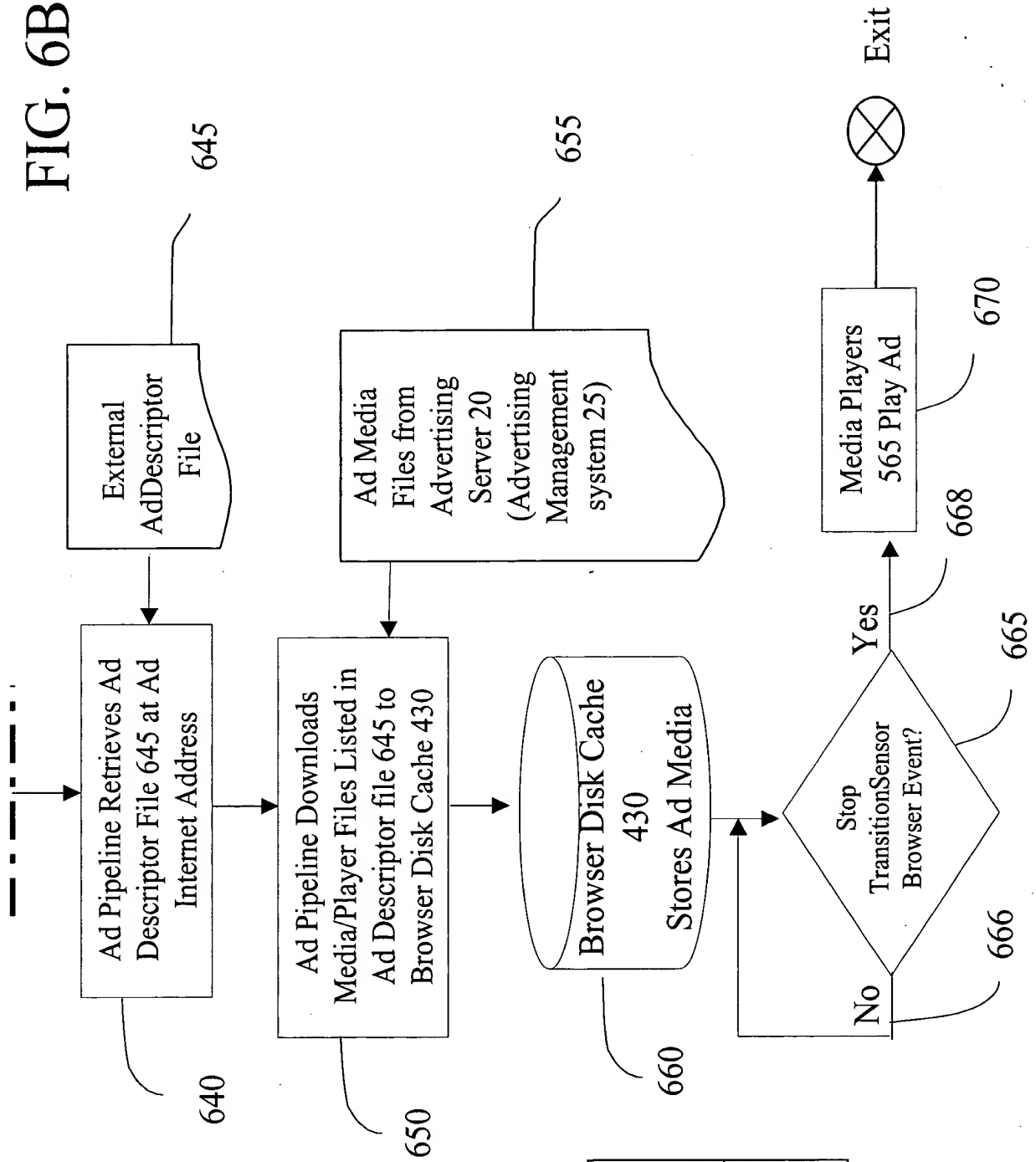


FIG. 6A

FIG. 6B

FIG. 6

FIG. 7

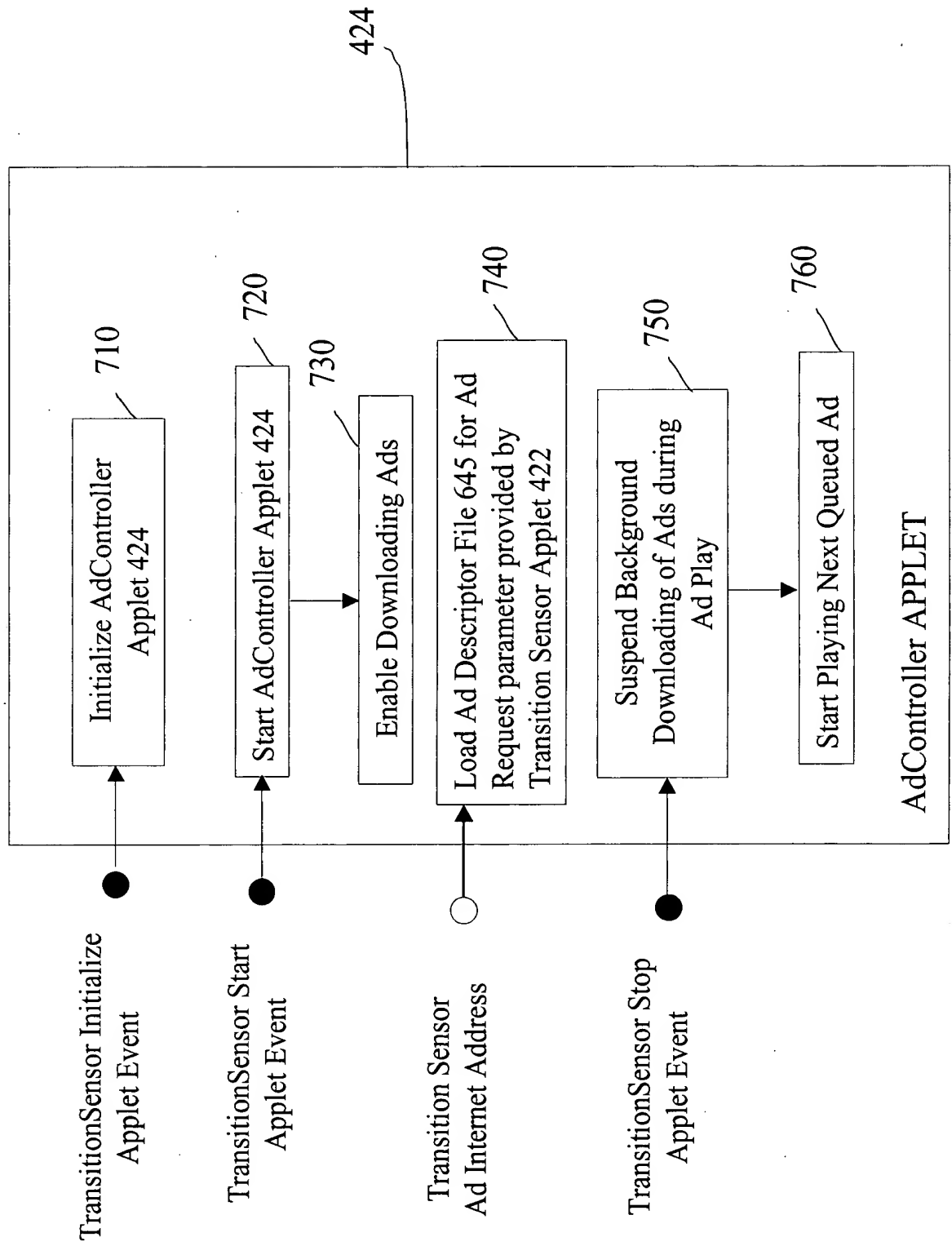


FIG. 8

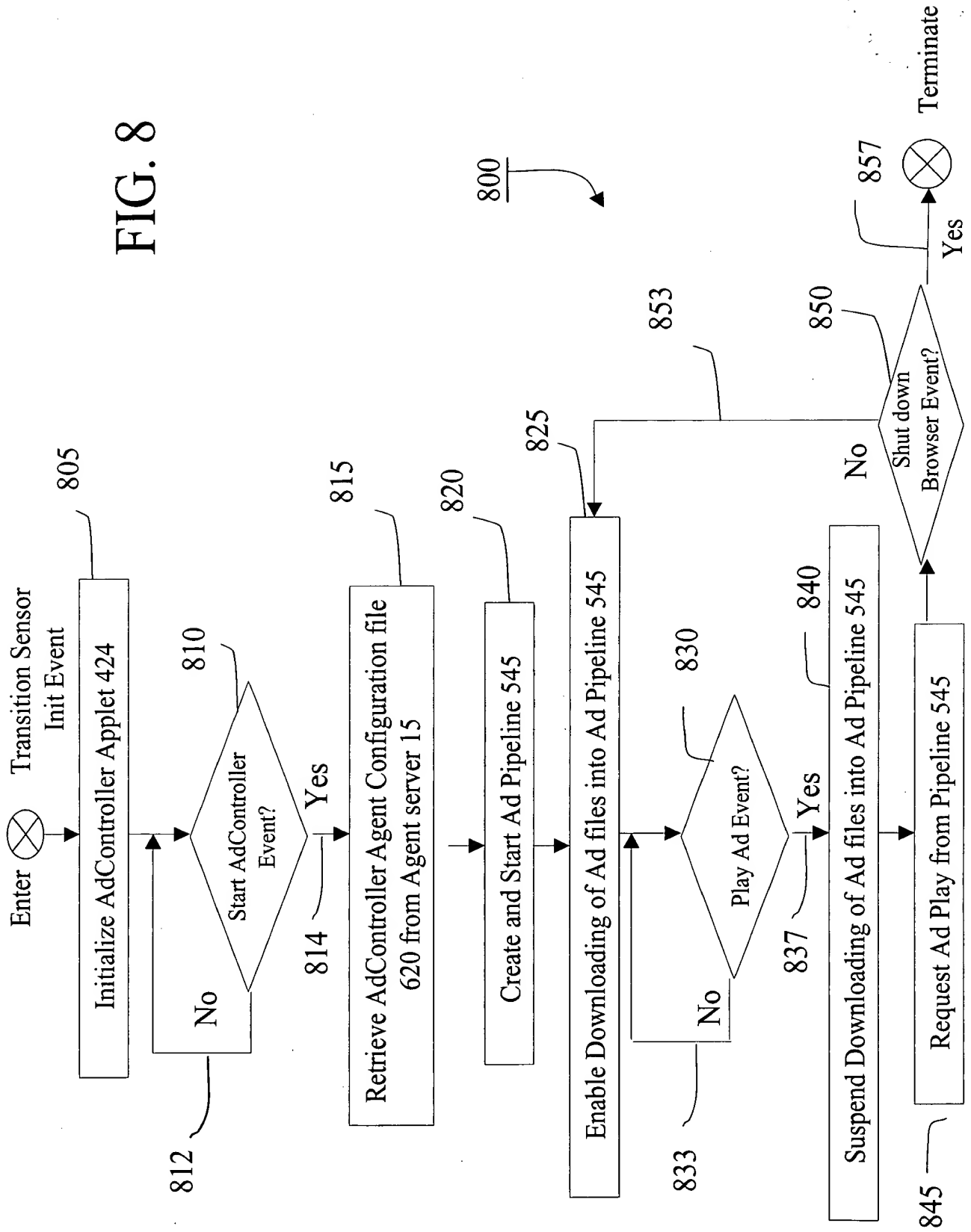
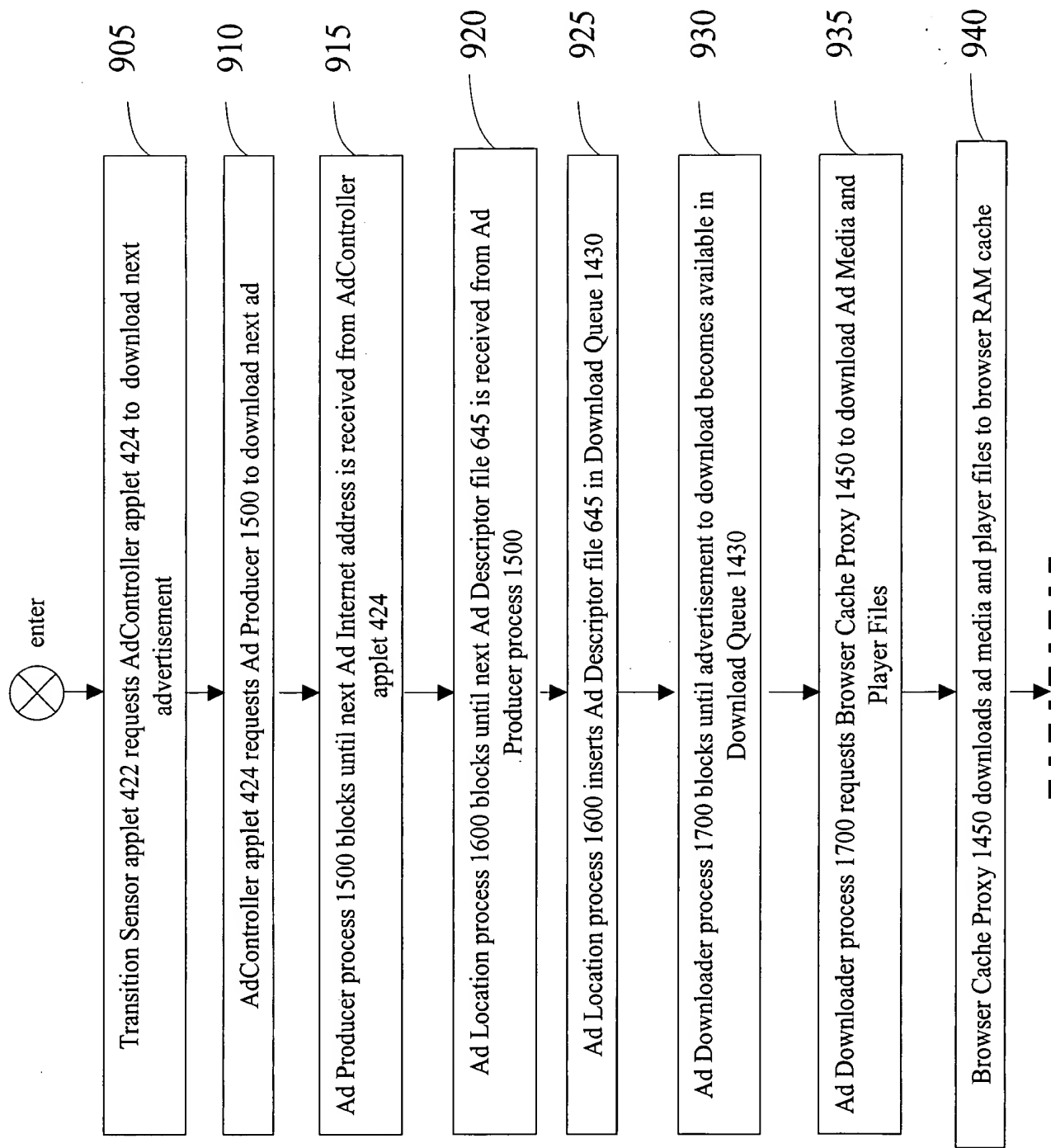


FIG. 9A



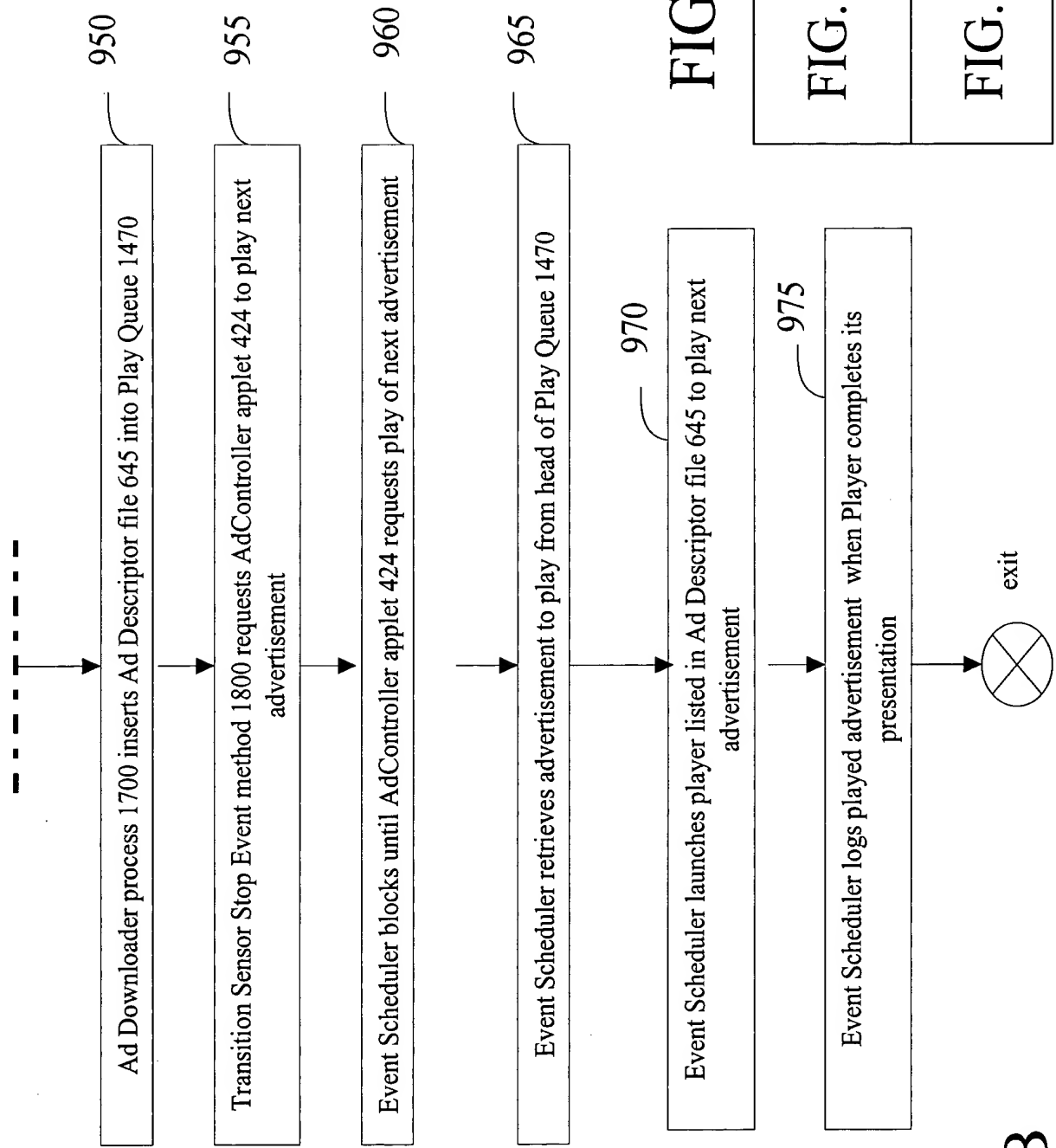


FIG. 9

FIG. 9A
FIG. 9B

FIG. 9B

FIG. 10

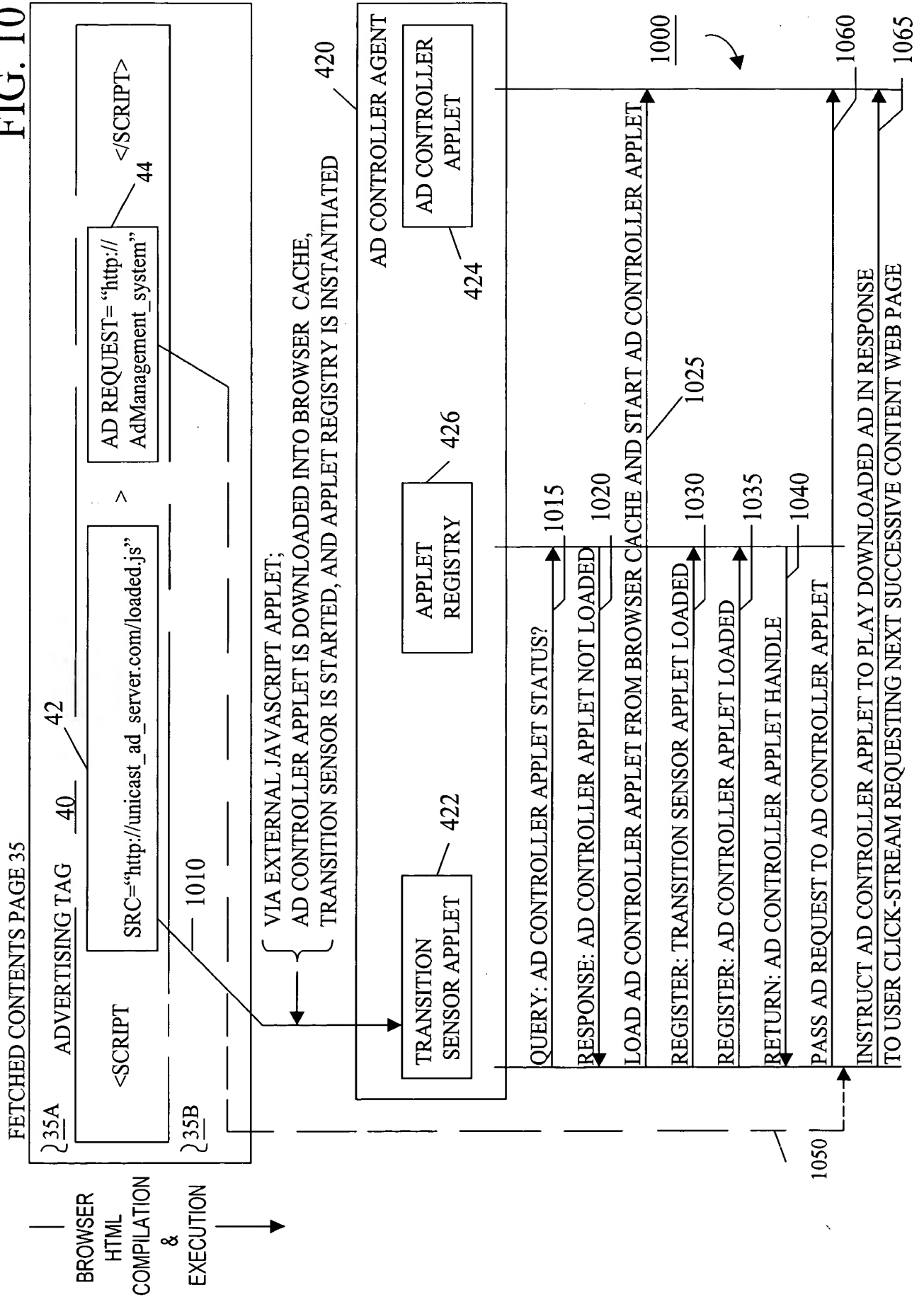


FIG. 11

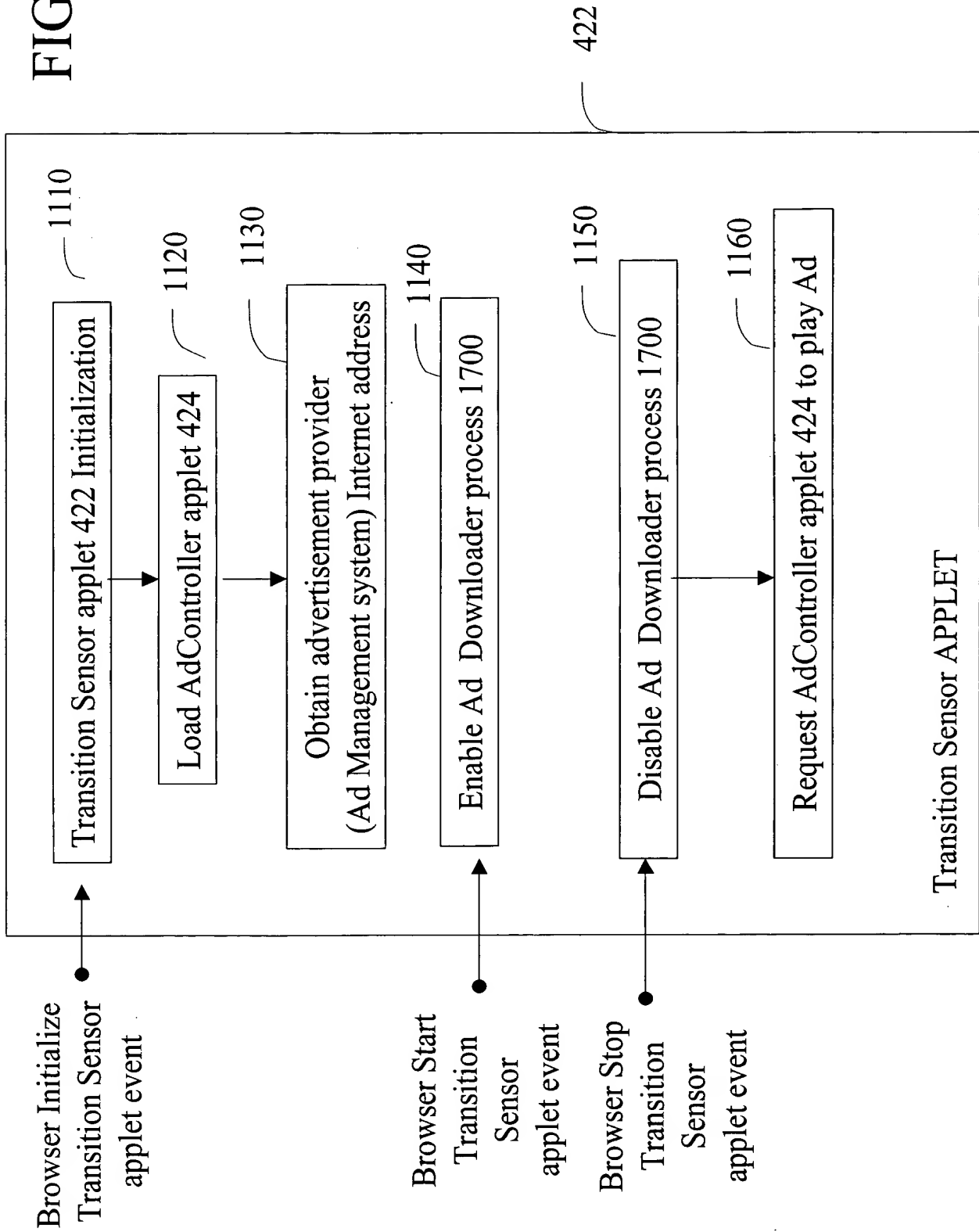
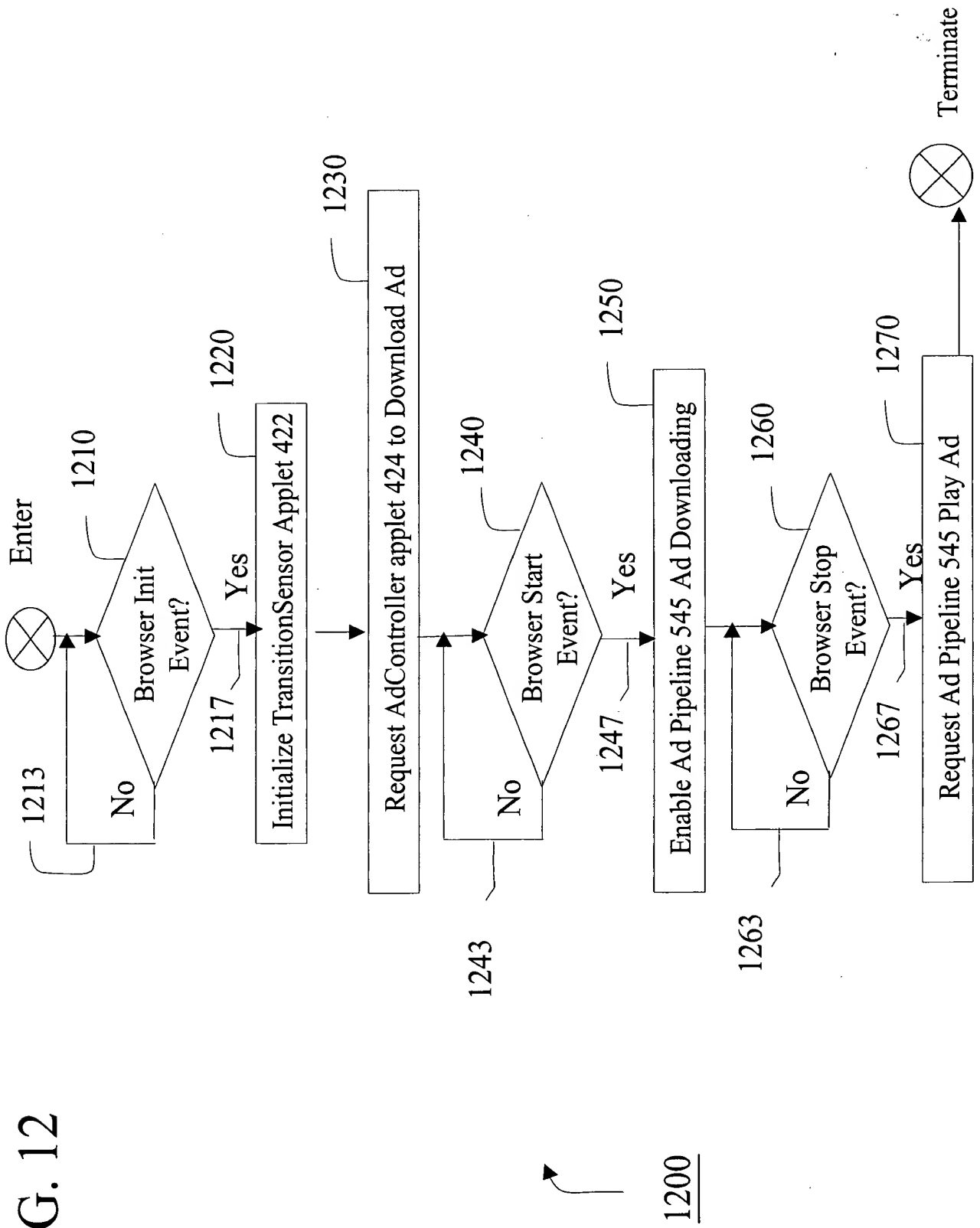


FIG. 12



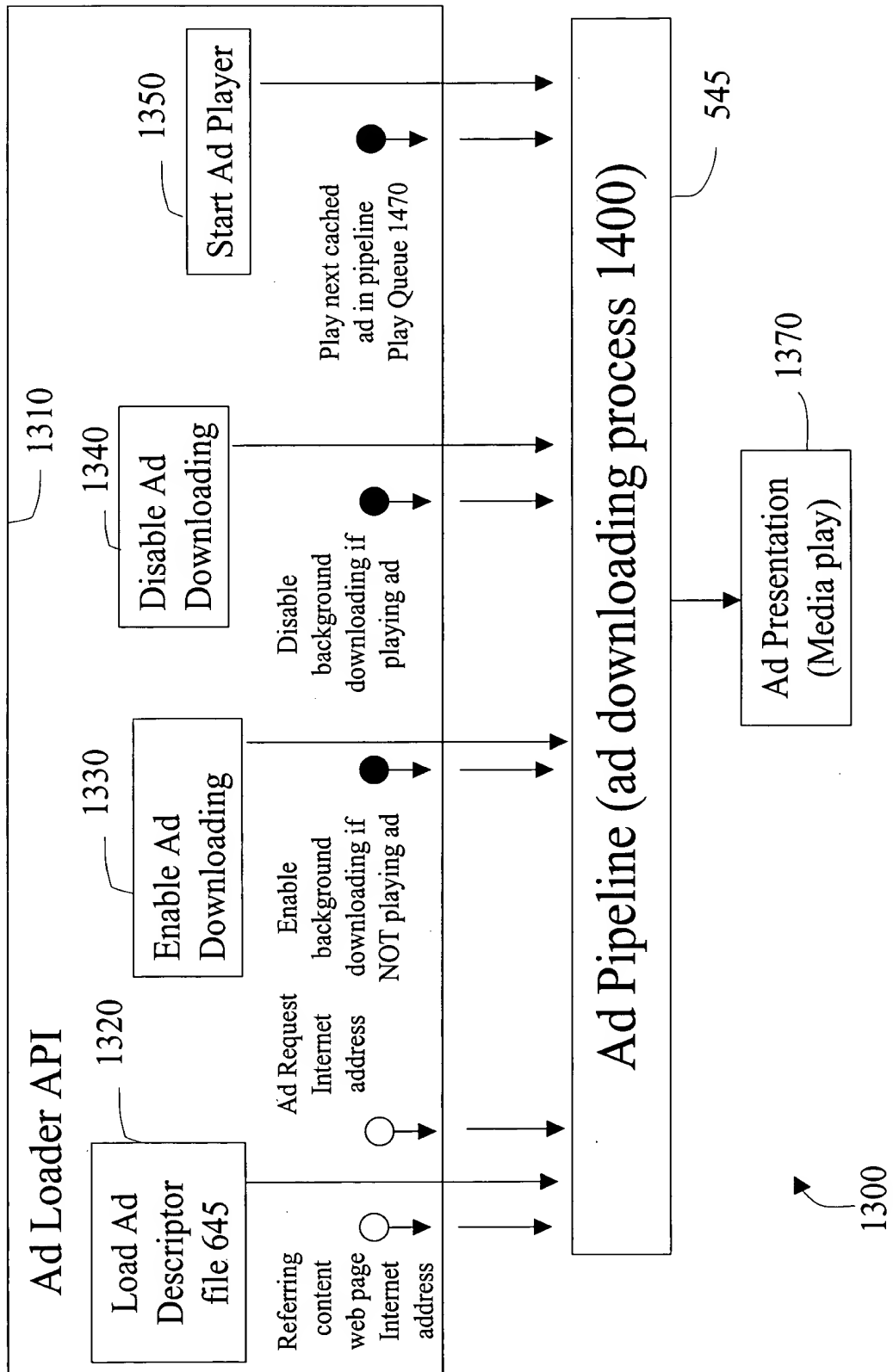
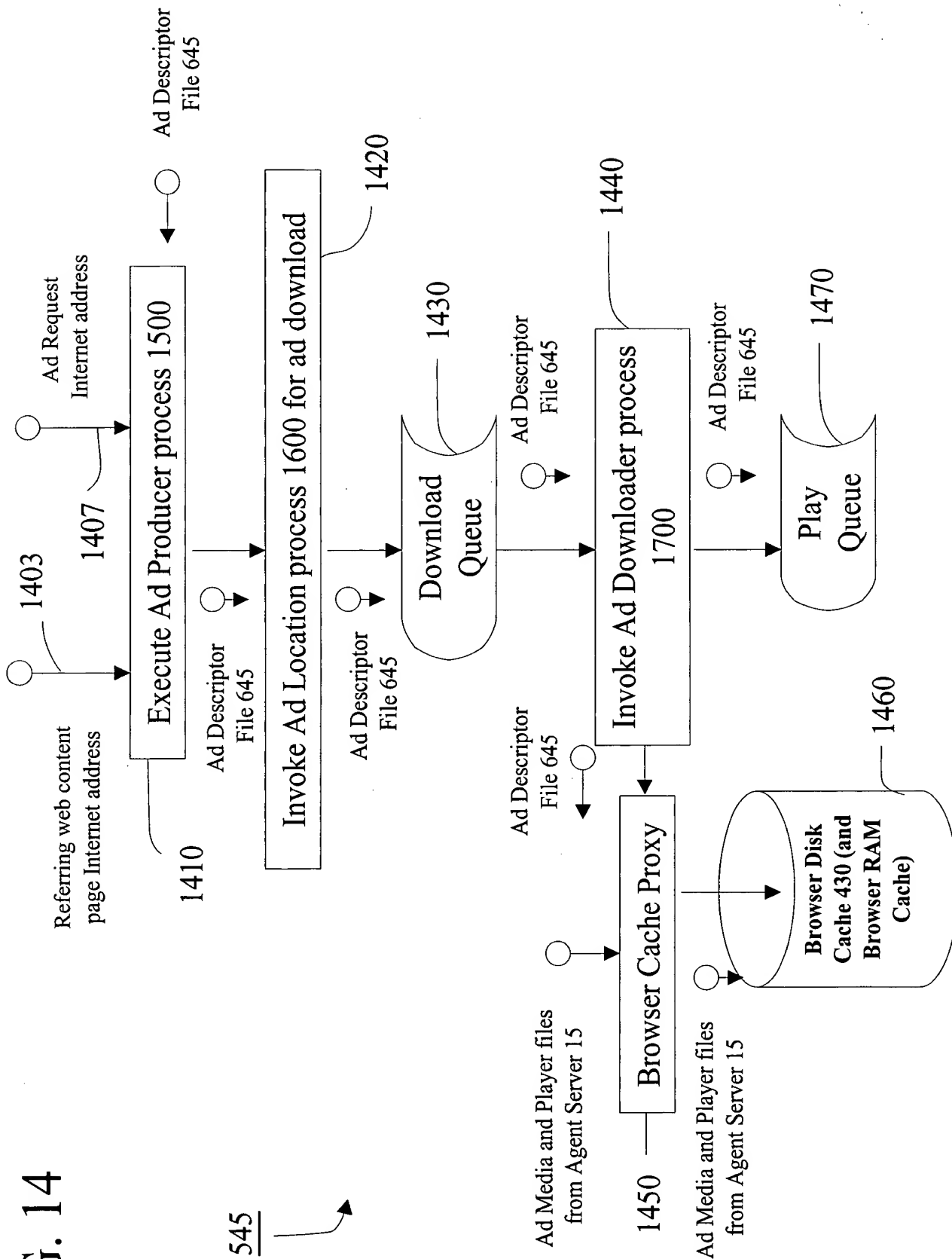


FIG. 13

FIG. 14



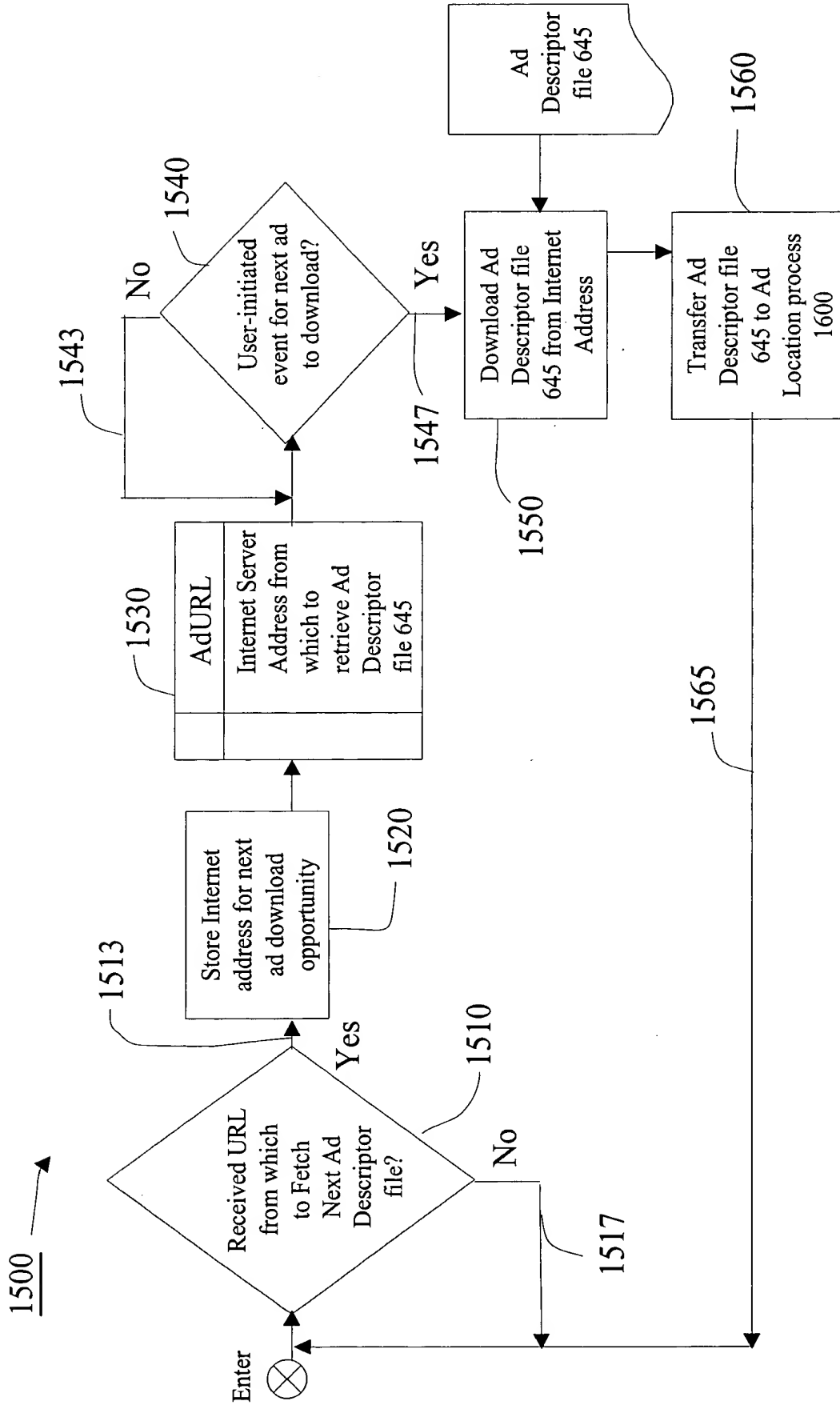
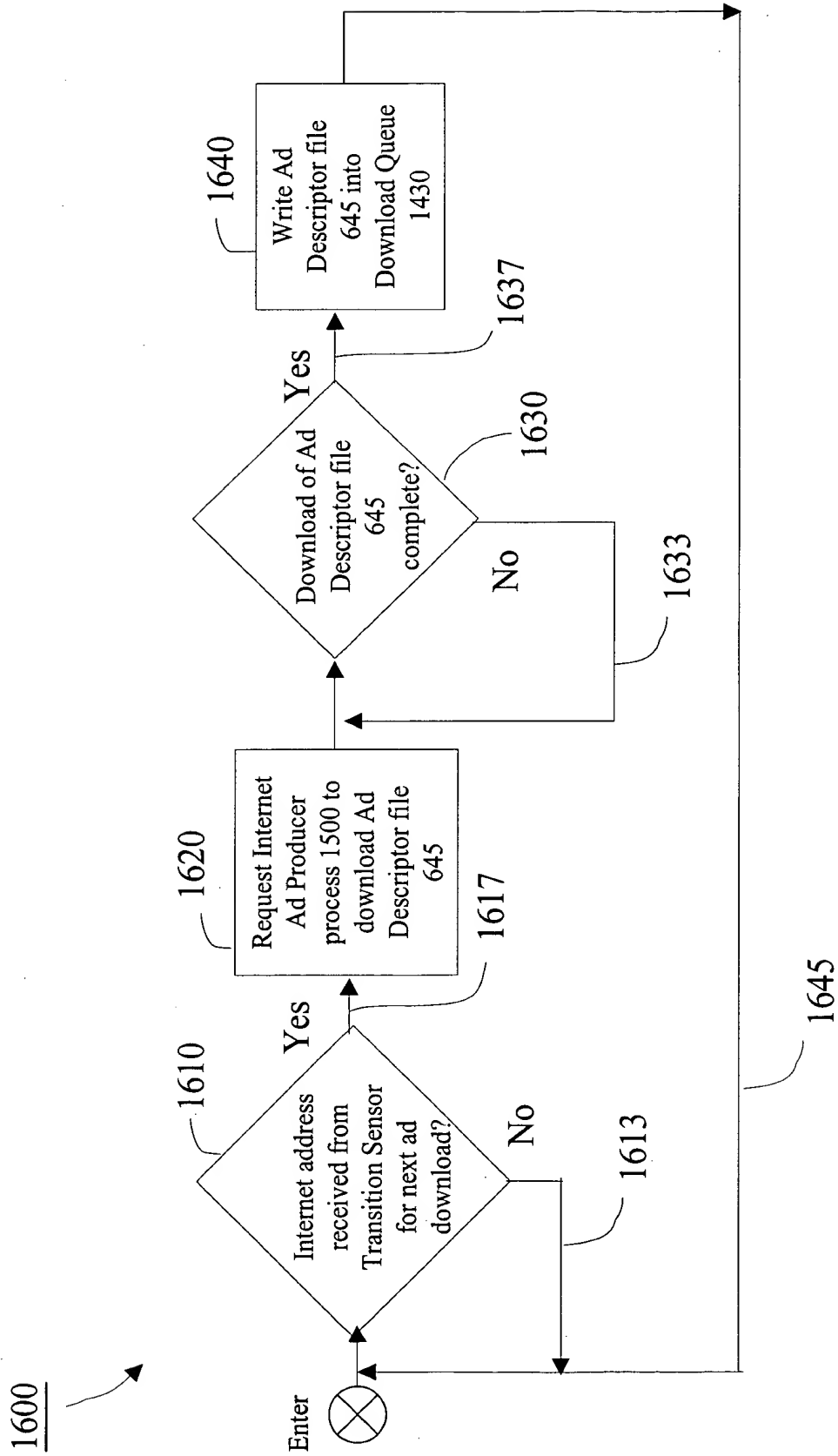


FIG. 15

FIG. 16



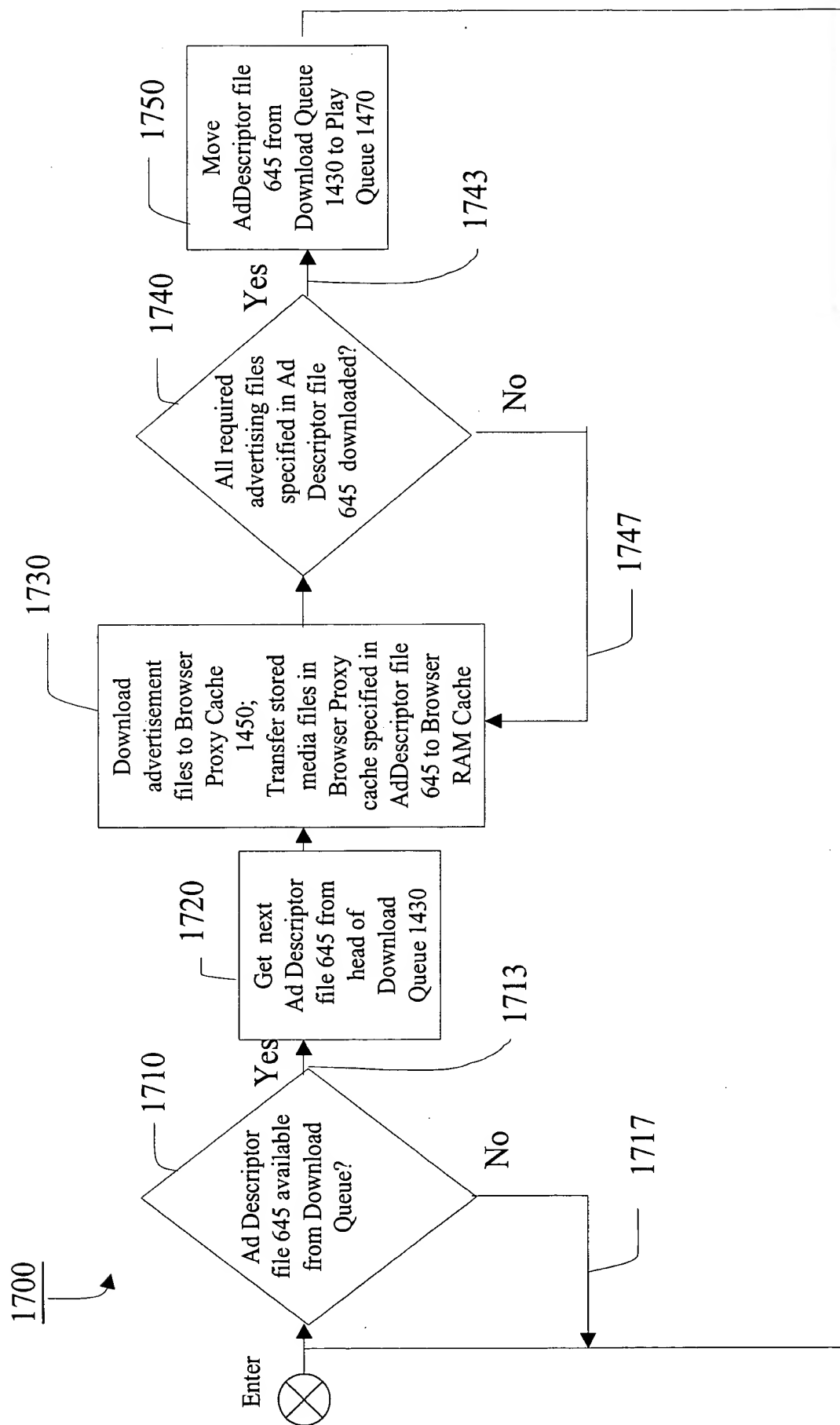


FIG. 17

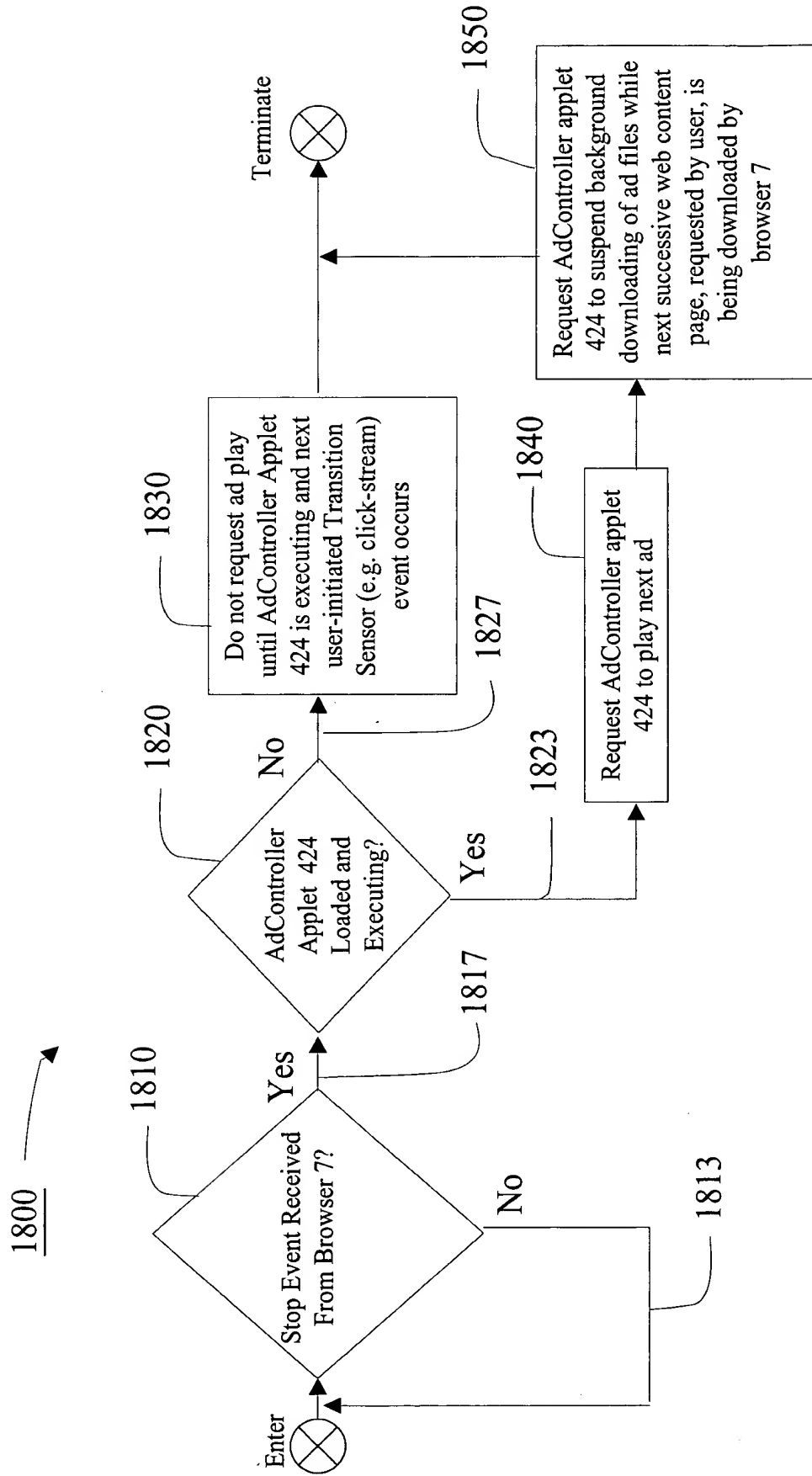


FIG. 18

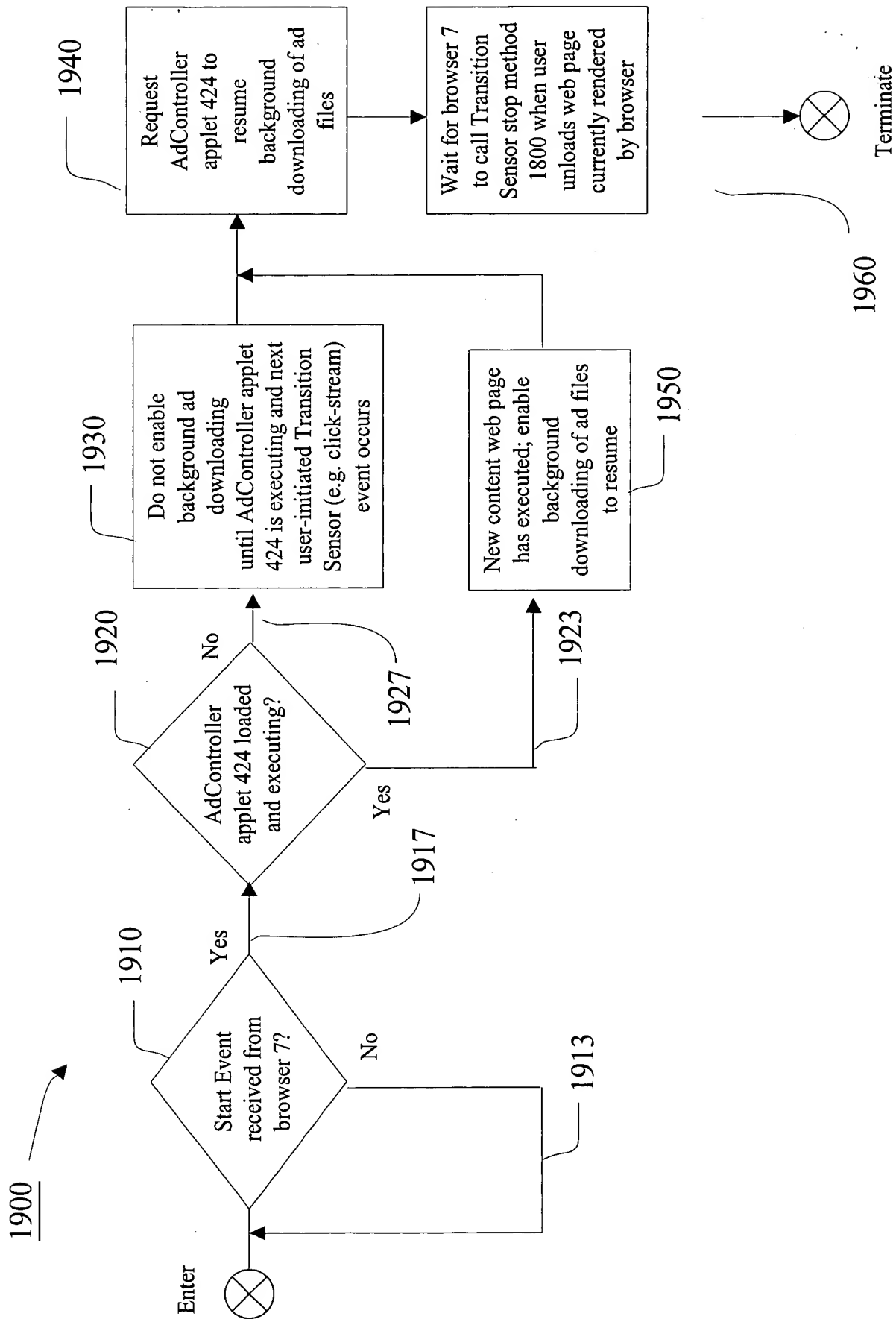


FIG. 19

Section 1 - Applet Player Java Class Configuration**playerName=AppletViewerPopup****playerClass=com.unicast.adcontroller.players.AppletViewerPopup****# Section 2 - Ad Java Classes Configuration****AppletViewerPopup.adAppletName=ANM_AnimationLoaderApplet****AppletViewerPopup.adAppletClass=****com.pointcast.applets.AnimationApplet.ANM_AnimationLoaderApplet****# Section 3 - Player Execution Configuration****AppletViewerPopup.windowTitle=AdController PointCast Ad****AppletViewerPopup.playerRefreshRate=1000****AppletViewerPopup.allowExit=true****AppletViewerPopup.xPosition=50****AppletViewerPopup.yPosition=50****AppletViewerPopup.windowWidth=280****AppletViewerPopup.windowHeight=355****AppletViewerPopup.isResizable=false****AppletViewerPopup.secondsWindowsOpen=180****AppletViewerPopup.secondsToOverlay=1****AppletViewerPopup.closeButtonLabel=Close****AppletViewerPopup.openButtonLabel=More Info****AppletViewerPopup.saveButtonLabel=Save****AppletViewerPopup.openURL=http://www.pointcast.com/****# Section 4 - Ad Applet Configuration****# A. Ad Applet DocumentBase****AppletViewerPopup.ANM_AnimationLoaderApplet.documentBase=****http://www2.unicast.com/~rlandsma/AdController/MacromediaApplet/****# B. Ad Applet Parameters****AppletViewerPopup.ANM_AnimationLoaderApplet.AdToPlay=deepsea.anm****AppletViewerPopup.ANM_AnimationLoaderApplet.AltImage=test.gif****AppletViewerPopup.ANM_AnimationLoaderApplet.MaxCycles=5****AppletViewerPopup.ANM_AnimationLoaderApplet.TargetURL=http://www.pointcast.com/****AppletViewerPopup.ANM_AnimationLoaderApplet.TargetFrame=_top****AppletViewerPopup.ANM_AnimationLoaderApplet.BorderWidth=2****AppletViewerPopup.ANM_AnimationLoaderApplet.BorderType=Standard****# C. Ad Applet MediaList****AppletViewerPopup.ANM_AnimationLoaderApplet.mediaURLList=new****AppletViewerPopup.ANM_AnimationLoaderApplet.mediaURLList.size=2****AppletViewerPopup.ANM_AnimationLoaderApplet.mediaURLList.element0=deepsea.anm****AppletViewerPopup.ANM_AnimationLoaderApplet.mediaURLList.element1=animApplet.jar**

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FIG. 20